

Marcus & Millichap

Real Estate Investment Sales » Financing » Research » Advisory Services





Our mission is to help
our clients create and
preserve wealth by
providing the best real
estate investment sales,
financing, research
and advisory services
in the industry.

FOUNDERS



GEORGE M. MARCUS



WILLIAM A. MILLICHAP

EST. 1971

OUR FOUNDATION

In 1971, Marcus & Millichap was founded on a unique set of principles to maximize value for real estate investors and, in the process, revolutionized the brokerage industry.

From the start, the company's entire business model has been focused on one goal: Matching every property with the largest pool of qualified buyers. Achieving this—one property at a time—requires a combination of unique features and commitments that we make to our clients, including:

- ◉ Investment brokerage and financing specializations
- ◉ The largest and most qualified, formally trained brokerage team in the industry
- ◉ The most advanced proprietary property marketing technology
- ◉ Cutting-edge market research, analysis and forecasting
- ◉ A culture of collaboration and information sharing

The cornerstones of our business model are executed and brought to life for every client under the supervision and care of our dedicated management team locally, regionally and across the entire Marcus & Millichap organization.



HESSAM NADJI

PRESIDENT AND CHIEF EXECUTIVE OFFICER

YOUR RESULTS DEFINE OUR SUCCESS

Over nearly five decades, and numerous market cycles, Marcus & Millichap has evolved and advanced in countless ways, emerging as the investment brokerage and financing industry leader. We are proud to provide the industry's largest specialized sales force with nearly 2,000 professionals in offices throughout the United States and Canada. Constant change reinforces our core proposition that real estate value is maximized through local market and property-type expertise, access to the largest pool of qualified buyers and the skill set to bring the right buyers to each asset. Current market conditions make this clearer than ever.

Innovation, through advances in technology, property marketing techniques, movement of capital, and real-time market analytics, are long-standing Marcus & Millichap traditions. Our investment in brokerage tools and lender relationships, along with the training and development of our team, is perpetual because our future success is driven by meeting each investor's evolving needs.

In a rapidly changing world, our personal and long-term client relationships are the foundation of our core values. The power of our platform, customized one client at a time, serves the diverse needs of private investors, institutions, developers and sovereign wealth funds through market cycles.

When you engage one of our professionals, you access the resources of the entire platform brought together as one team. We are proud of the value we have created for our clients over the years and invite you to experience the industry's most agile system of marketing and financing real estate that will help you achieve your goals today and for years to come.



HESSAM NADJI

A POWERFUL PARTNER

At Marcus & Millichap, we view each client relationship as a partnership. This starts with gaining a deep understanding of client needs and objectives and engaging the company's extensive resources to maximize value for each assignment. We take pride in helping investors develop the right strategies and execute transactions with confidence.

Marcus & Millichap was created to add value through every aspect of each client's real estate investment needs, from acquisition to optimizing performance throughout asset ownership, to financial capitalization and disposition. We don't just execute transactions—we partner with our clients to create real estate wealth.

We encourage you to leverage our size, access, track record and resources by partnering with us.



SPECIALIZATION

Expertise in all major markets and property types.

Our agents have the benefit of rigorous training, and bring unmatched knowledge and expertise to our clients. By specializing in specific property types and markets, our team harnesses relationships with the largest pool of qualified buyers in the industry. The company's presence in every property type expands your investment choices, acquisition, 1031 tax-deferred exchange possibilities and opportunities to maximize real estate returns.



UNPARALLELED ACCESS

Our vast network becomes your own.

When you work with us, the most collaborative sales force and nearly five decades of experience become your own. This provides optimal access to the industry's largest and highest quality inventory of investment real estate and the most qualified buyers. It creates opportunity.



CULTURE OF INFORMATION SHARING AND COLLABORATION

Client needs come first.

We produce superior results for our clients by effectively positioning each property and executing a tightly managed marketing process to the industry's largest pool of qualified buyers using MNet, our proprietary technology platform. Exposure to these buyers is driven by a culture of information sharing, policies to support transparency, and management oversight. Our entire sales force has access to our inventory, enabling every broker to match each property with the right buyers.



YOUR REAL ESTATE INVESTMENT ADVISOR

Everything you need. Every step of the way.

We measure success not only in the completion of each individual transaction, but in the depth and longevity of our client relationships. Understanding your goals and objectives is paramount to crafting the right strategy. Bringing decades of specialized transactional knowledge along with market-leading research, our value-added approach spans acquisition, disposition and capital markets solutions.

A POWERFUL PARTNER



THE PROVEN TRANSACTION LEADER

Every 13 minutes of every business day

Marcus & Millichap closes a transaction.

Our market leadership means that more investors place their trust in our ability to maximize real estate value more than any other source. Our market leadership injects real-time market knowledge into our clients' decision making by pricing each asset for maximized value and targeting the highest quality buyers.



MAKING A MARKET IN ANY MARKET

Proactive, targeted marketing vs. mass marketing.

We don't just market real estate. We execute multi-layer underwriting, valuation and proactive campaigns to make a market for each individual asset. We generate multiple offers—not from any buyer, but from those best suited for the specific asset. Our marketing campaigns are driven by the story of the asset, opportunities for value creation and positioning in the marketplace versus comparable properties. This approach is highly effective not just during periods of high transaction activity, but in down markets, too.

At a time of internet-driven mass marketing and data saturation, we differentiate by achieving the highest possible value for our clients by *Making a Market in Any Market.*

DELIVERS RESULTS



MOVING CAPITAL

47 percent of Marcus & Millichap buyers come from out of state. We help investors access markets across the country.

Buyers leverage our team's unparalleled expertise, industry-leading research and advisory approach to choose the right markets and make investments that fit their strategy, regardless of geography. Our exclusive inventory covers every property type and the entire spectrum of risk-versus-reward. Clients benefit from our platform's unmatched ability to move capital across markets and product types.



THE 1031 EXCHANGE LEADER

We execute more tax-deferred exchanges than any other firm. Our market leadership is a direct benefit to clients.

Over the years we have developed the skill and expertise to maximize value and meet sensitive timelines required in a 1031 exchange. With billions of dollars of commercial real estate exclusively listed with us at any time, motivated exchange buyers seek out Marcus & Millichap for quality investment opportunities. Through our industry-leading inventory, we deliver the best of both worlds – we maximize the value of your asset through our unparalleled marketing. We then help identify appropriate upleg options to execute a successful tax deferral acquisition.

An aerial photograph of a city, likely New York City, showing a dense urban landscape with various buildings and a prominent church spire in the lower-left quadrant. The entire image is overlaid with a semi-transparent blue filter.

In the diverse landscape of commercial real estate, we're able to focus on the most important properties of all: *Our clients'*.

A SPECIALIZED APPROACH

Our Specialty Divisions cover more than a dozen property types, with dedicated professionals who understand each of their unique dynamics, including:

MULTI HOUSING

RETAIL

NET LEASE

OFFICE & INDUSTRIAL

HOSPITALITY

STUDENT HOUSING

SENIORS HOUSING

SELF-STORAGE

HEALTHCARE

AFFORDABLE HOUSING

MANUFACTURED HOME COMMUNITIES

LAND

BETTER MARKETING. BETTER BUYERS. BETTER RESULTS.

Marcus & Millichap offers the industry's most powerful property marketing system.

It starts with our extensive geographic reach: with over 80 offices and nearly 2,000 investment specialists, we are the largest investment sales team in the industry. We're able to market a property and provide access to investors unlike any other brokerage firm.

With a focus on long-term relationships, all of our professionals are in constant dialogue with owners and active buyers. Their acquisition and 1031 exchange needs are harnessed in our proprietary MNet inventory system and continually matched against our exclusive listings.

We create individualized, targeted marketing campaigns for each property we represent. Using a combination of our MNet technology platform, our relationships with current, active buyers and our specific knowledge of local markets and property types, we're able to create uniquely strategic property marketing campaigns.

Those marketing campaigns can be distributed across a wide variety of channels, from digital and traditional means to social media, direct mail and even personal phone calls and meetings. This versatile approach allows us to tailor the message for each property and ensures it reaches the most qualified buyers in the market.



GEOGRAPHIC REACH

The most exposure to qualified buyers across North America



TARGETED APPROACH

A unique strategy to reach the most qualified buyers



DIVERSE CHANNELS

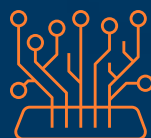
Tailored messaging with the widest distribution possible

UNMATCHED TECHNOLOGY

The very foundation of our business model is matching buyers and sellers through information sharing, the essence of our obsession with technology since 1971.

Our proprietary enterprise system, MNet, produces real-time information sharing, new and updated listing alerts, database-driven buyers' needs, and intelligent matching of buyers to our inventory. By connecting nearly 2,000 agents, MNet plays a significant role in our culture of information sharing and provides unequalled buyer and inventory access.

Our technology, culture of information sharing and marketing capabilities work together to accelerate the transaction process and ensure that every property is matched with the most qualified investors—those who recognize the property's full value and potential.



PROPRIETARY TECHNOLOGY

Our exclusive platform continues to lead the industry



UNEQUALED ACCESS

Connecting thousands of exclusive listings to every one of our agents



AUTOMATED BUYER MATCHING

Through our powerful search platform, MNet

An aerial photograph of a city grid, overlaid with a semi-transparent blue filter. The text is positioned on the left side of the image, with a vertical orange line to its left.

Our cutting-edge market research helps us advise our clients, optimize existing asset performance and forecast future opportunities through the market's ups and downs.

EXECUTING TODAY. PLANNING FOR THE FUTURE.

Our approach to achieving the best results for every client begins with understanding current market conditions and anticipating future trends.

The fluidity of the market can pose challenges to investors. That's why Marcus & Millichap devotes itself to being a leading voice in the world of market research and expert analysis, ensuring that our clients can develop confident investment strategies and are able to optimize their decision-making.

Within our Research Services Division, expert analysts continuously monitor and report on a wide range of economic, demographic and real estate indicators.

This cutting-edge market research helps us advise our clients of existing asset performance and forecast future opportunities through the market's ups and downs.

We also have the unique ability to provide analysis across markets and property types, allowing us to package our research to meet the specific needs of each individual investor.

BEYOND FINANCING: CAPITAL STRATEGIES AND SOLUTIONS

An industry-leading capital intermediary working for the borrower.

Marcus & Millichap Capital Corporation (MMCC) is a division of our company dedicated to providing the right capital solutions at the most competitive pricing and terms to our clients. We begin with understanding each client's capital needs, from refinancing an existing asset to financing an acquisition, to recapitalizations or raising equity. We view each assignment as a stepping stone to a long-term partnership, committed to the fulfillment of our clients' financial goals.

Working together for your success.

Our capital markets advisors and Marcus & Millichap investment professionals work side by side to support clients through the entire process of forming the right strategy and executing a transaction. We take great pride in providing clients the benefits of our unique collaborative culture and long-term approach.

Tailored capital solutions.

We create tailored financing solutions based on your circumstances and leverage the firm's long-standing relationships with capital providers to deliver the best possible pricing, rates and terms for your specific needs.

Access to the largest pool of lenders.

MMCC maintains relationships with prominent lenders for every property type and situation. Our significant size and transaction volume provide substantial leverage and scale, which we put to work for our clients with the best rates, terms and execution. We are the conduit to banks, credit unions, life insurance companies, CMBS and agency lenders through high-quality, influential relationships.

Capital markets expertise, execution and reliability.

MMCC is comprised of nearly 100 dedicated capital markets experts providing the best capital solutions to our clients. We recognize the importance of value creation through competitive financing, but we also know that speed and reliability of execution are critical to our clients' success.



When you partner with
Marcus & Millichap
Capital Corporation, you
*gain access to dedicated
capital markets professionals
and the most competitive
loan products.*

INSTITUTIONAL REDEFINED

To cater to the unique needs of institutional and major private investors, we created a specialized division: Institutional Property Advisors (IPA). Over the past several years, we have refined IPA's services to meet the converging needs of these dynamic investor profiles. This includes advanced market research, portfolio assessment, custom analysis, acquisition sourcing, debt and equity placement and a high-end electronic and print platform for marketing institutional assets.

IPA has the unique ability to tap into pools of capital that are largely unavailable elsewhere, thanks to our presence across North America and our long history of unrivaled partnerships with both major private and institutional investors. By functioning across geographic boundaries and numerous product types, IPA leverages every resource, driving value and generating unparalleled access to capital sources.

Our market-leading transaction volume gives us a deep understanding of our clients, including real-time trends, and we utilize this broad perspective to develop seamless solutions to meet their needs.

**INSTITUTIONAL
INVESTORS**

IPA | INSTITUTIONAL
PROPERTY
ADVISORS

**MAJOR PRIVATE
INVESTORS**

INFORMED DECISIONS. LONG-TERM SUCCESS.

In the rapidly changing world of real estate and capital markets, developing the right investment strategy is the key to success. Let Marcus & Millichap guide you along your investor journey.

Through our advisory and consulting services, we combine real-time data gathered from our industry-leading transaction volume with research-based analysis to help clients develop short- and long-term strategies.

Our advisory specialists gain a thorough understanding of investors' objectives and current assets, enabling them to help clients make informed decisions and execute their investment plans.

We provide a wide range of advisory and consulting services to some of the most prominent real estate investors, including developers, REITs, high-net-worth individuals, pension fund advisors and other institutions.

INVESTOR JOURNEY



MAKING A MARKET IN ANY MARKET

Since our founding in 1971, we have evolved through every real estate cycle with a single focus: adding value for our clients. Through it all, our firm and our clients have persisted and thrived as a result of our differentiated approach to investment real estate brokerage. Our entire platform is designed to reach as many qualified investors as possible on a proactive basis – one listing at a time.

All of our brokerage training, technology and management is dedicated to the core function of matching buyers and sellers effectively regardless of macro conditions. To us, this is the definition of Making a Market versus simply marketing or selling real estate assets.

Through the market's ups and downs, our dedicated research division has provided our clients with the knowledge and insights they need to make informed decisions. Our highly trained and specialized agents have served as trusted advisors, working with our clients to make the right investment choices at the right times. The capital markets professionals at MMCC have provided clients with financing expertise and tailored solutions when purchasing or refinancing a property. And clients ready to sell have found success through our unparalleled marketing platform, culture of collaboration and our ability to access capital across geographies and product types.

Expertise is always an advantage, but experience is essential for long-term success. Put our nearly 50 years of experience to work for you.



The power of our platform,
*customized one client
at a time*, serves the
diverse needs of private
investors, developers,
sovereign wealth funds
and institutions through
market cycles.

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